

Why calls matter

As marketers devote ever more of their budgets to servicing digital channels, inbound phone calls are on the rise—and who’s calling? Customers who intend to purchase.

Phone customers are the most valuable across marketing channels, according to a recent report from Forrester.¹

The report provides several actionable insights:

7.7

Average number of channels marketers are using/piloting

Click-to-call ads drive engagement

Marketers using ads that initiate calls report increased customer engagement across channels.

And compared with other channels, callers:



Spend more

60% of marketers say inbound callers spend an average of 28% more.



Convert faster

60% of marketers say inbound callers convert to a sale 30% faster.



Churn less

54% of marketers say inbound callers have a 28% higher retention rate.

Understanding customers can be challenging across channels

While unwavering customer focus may be every company’s goal, marketers still struggle to meet the ever-shifting needs of consumers.

Business goal	High/critical priority	Highly challenging
Increase customer loyalty	80%	62%
Increase long-term engagement	71%	61%
Maximize customer relationships	78%	60%

Marchex solutions provide caller insights to help optimize your marketing strategy

Marchex call analytics technology can provide deep insights into who called, why they called and what made them convert, helping your business increase:



Marketing ROI



Sales and appointment bookings



Customer satisfaction



Revenue

To learn how you can optimize your inbound calls, download our eBook:
Call tracking: building the foundation for call analytics.

¹ Forrester: Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer)